



Deputy Competition Advocate/Director, Office Of Small Business Programs (OSBP)



SMALL BUSINESS MATCHMAKER BRIEFING MAY 10, 2017

Deputy Competition Advocate/Director, Small Business, Code 00K
Naval Undersea Warfare Center, Division Newport

AGENDA

- **WELCOME**
- **SBRT “TRADITION”**
- **CONTRACTING WITH DIVNPT**
- **COMPETITION INITIATIVES**
- **GOALS AND METRICS**
- **UPCOMING EVENTS**
- **TAKEAWAYS**
- **CONCLUSION**

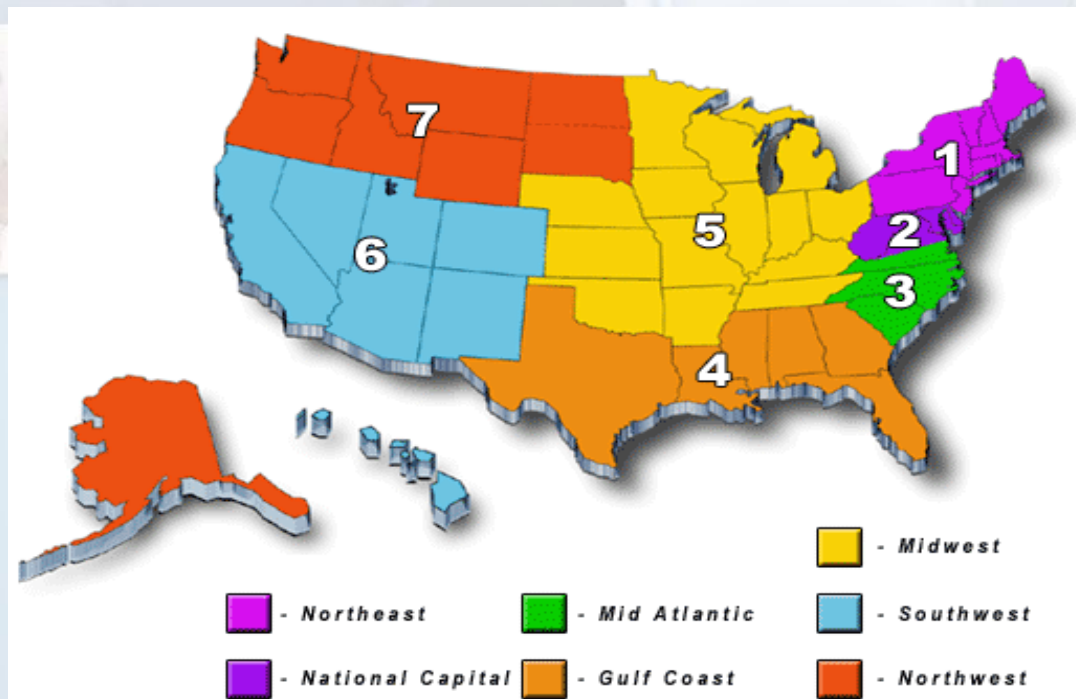


CONTRACTING W/DIVNPT

- **Two (2) Primary Government Point's of Entry (GPE)**
 - **SeaPort Enhanced (SeaPort-e)**
 - **Internal:**
 - <https://auction.seaport.navy.mil/Bid/Login.aspx>
 - **External:**
 - https://buy.seaport.navy.mil/SeaPort/rpt_CR_ViewScheduledReports.asp?ReportName=SeaPortETOAward
 - **> 90% of all services**
 - **NAICS Code: 541330, Small Business Size Standard: \$38.5M/year**

SEAPORT-E

SeaPort Enhanced Performance Zones



CONTRACTING W/DIVNPT

- **Two (2) Primary Government Point's of Entry (GPE) (Con't)**
 - **Federal Business Opportunities (FBO)**
 - <http://www.fedbizopps.gov/>
 - **Products and “other services”**
 - **Various NAICS Codes**

CONTRACTING W/DIVNPT (CON'T)

- **Sources Sought**
- **Pre-Solicitation Conferences**
- **Industry Days**
- **Advanced Notices**
- **Draft Statement of Work (SOW)**
- **DIVNPT does not typically award “Cross Departmental” TO’s**
- **DIVNPT typically does not allow adding subcontractors after task order award**



COMPETITION INITIATIVES

- **Development and Maintenance of the DIVNPT “Business Partnerships” website:**
 - <http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships.aspx>
 - **Link to: OSBP website**
 - Metrics, other WFC Small Business POC’s, Visit Request info
 - **Link to: Electronic Reading Room (ERR)**
 - “DIVNPT Resource Sheet”
 - “Competition Information”
 - » 2-year Long Range Acquisition Forecast (LRAF), Industry Day Presentations, Pre-Solicitation Conference Slides, Small Business Roundtable (SBRT) briefings, etc.
 - “SeaPort-e Council”
 - » Biannual Meeting Minutes/Q&A

COMPETITION INITIATIVES (CON'T)

- **Host 10+ Industry Outreach Events per year, including:**
 - **Pre-Solicitation Conferences and Facility Tours**
 - **Industry Days:**
 - **Every 2 years in June (even years) to discuss overall DIVNPT procurements and technical requirements**
 - **As required to discuss Department-wide contracts portfolios**
 - **Each October: Small Business Product Vendor**
 - **Each May: Small Business Services Provider**
 - **SeaPort-e Government/Industry Council Meetings**
 - **Each May and December**
 - **Training:**
 - **Ad-hoc Training Events**
 - **Every 2 years in June (odd years) to provide training on Contracts-related issues**

***NUWC DIVNPT Consistently Educates,
and Engages with, Industry***

COMPETITION INITIATIVES (CON'T)

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Value of the DIVNPT Outreach Events: 10+ events every year

COMPETITION INITIATIVES (CON'T)

- **Interaction with Local Trade Groups and Agencies**
 - **RI Chapter of the National Contract Management Association (NCMA)**
 - <http://ncma-ri.org/contact-us/>
 - **Southeastern New England Defense Industry Alliance (SENEDIA)**
 - <http://www.senedia.org/contact-us.html/>
 - **Armed Forces Communication and Electronics Association (AFCEA)**
 - (781) 862-2465
 - **RI Procurement Technical Assistance Center (PTAC)**
 - <http://www.riptac.org/>
 - **URI Business Engagement Center (BEC)**
 - <http://web.uri.edu/bec/>
- **GSA**

METRICS

- **Competition Metrics:**

- Increased overall competition by ensuring all companies have a fair opportunity to compete
- Encouraged new vendors to bid
 - Since FY 13:
 - (13) new small businesses have been awarded a Prime contract
 - (19) small business have been awarded additional Prime contracts
 - (10) large businesses have been awarded additional Prime contracts
 - (2) new large businesses have been awarded a Prime contract

METRICS (CON'T)

- **Competition Metrics (Con't):**
 - **Reduce/eliminate SeaPort-e RFP/Major contract responses by (1) vendor**
 - **FY 13: Received multiple offers on 83% of solicitations**
 - **FY 14: Received multiple offers on 81% of solicitations**
 - **FY 15: Received multiple offers on 89% of solicitations**
 - **FY 16: Received multiple offers on 94% of solicitations**
 - **FY 17 (to date): Received multiple offers on 100% of solicitations**

METRICS (CON'T)

- **Small Business Metrics :**
 - Achieve small business goals assigned by SEA00K
 - FY 13: Goal: 25%, Achieved: 37%
 - FY 14: Goal: 25%, Achieved: 34%
 - FY 15: Goal: 34%, Achieved: 39%
 - FY 16: Goal: 39%, Achieved: 31.73%
 - FY 17 (to date): Goal: 31.73%, Achieved: 33.3%
 - Awarded \$81.4M to small business
 - Potential for (16) contracts to be awarded – at least (14) will be awarded to Small Business
 - » Approx. \$500M (ceiling value) to Small Business

***DIVNPT Competition Initiatives Facilitate
Entry into the Market, and Increase Small Business Participation***

UPCOMING EVENTS

- **May 17, 2017: NCMA Meeting: Cybersecurity**
- **May 24, 2017: Code 85 AMSTC Pre-Solicitation Conference and Facility Tour**
- **June 13, 2017: Small Business One-on-One with Ms. Emily Harman, SES, SECNAV, OSBP**
- **June 14, 2017: 2nd Annual NCMA Ocean State Workshop**
- **August 28 – 30: SENEDIA Defense Industry Day**
- **October TBD, 2017: 5th Annual Small Business Product Vendor Industry Day**
- **December TBD, 2017: SeaPort-e Government/Industry Council Meeting**

DIVNPT events are advertised via: NCMA, LinkedIn, SENEDIA, AFCEA, SeaPort-e, FBO, RI PTAC

TAKEAWAYS

- **DIVNPT has implemented a comprehensive and on-going program to encourage, ensure and increase competition**
 - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/DSB is the ideal entry point for any business (large or small) that wants to do business with NUWC DIVNPT**
 - **(401) 832-7372**
 - **NUWC_NPT_OSBP@navy.mil**

CONCLUSION

- **Sincere thank you!**
 - Mr. Don Aker
 - DIVNPT
 - RI NCMA
 - Other Agencies/Activities
 - Large Businesses
 - Small Businesses
- **Carpe Diem!**
- **Feedback and Q&A Forms**
- **Briefings will be posted to the DIVNPT Electronic Reading Room at:**
<http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships/ElectronicReadingRoom.aspx>